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**To: Steve Geiogamah, Tourism Development Manager**  
**From: Paul Basha, Transportation Director, Transportation Department**  
**Date: November 21, 2017**  
**Subject: Downtown Transportation Topics Status**

The Tourism Development Commission requested information on five Transportation-related topics.

- A. Scottsdale to Sky Harbor Connection
- B. Scottsdale Bike Share
- C. Downtown Parking Management Enhancements
- D. Downtown Trolley Ridership compared to other Transit Ridership
- E. Future Scottsdale Limited Route

A. Scottsdale to Sky Harbor Connection

This topic is included on the November 21 Tourism Development Commission agenda as a separate request for a funding recommendation to the City Council. This proposal is currently scheduled for the December 5 council meeting. The Transportation Department and the Tourism and Events Department are recommending that the council authorize a FY 2017/18 Tourism Development Fund operating contingency transfer in the amount of \$300,000 to the Transportation Department operating budget for use in supporting the Scottsdale Sky Harbor Connection, a six-month trial period for smartphone vouchers to three ride-share companies for travel between Sky Harbor International Airport and Scottsdale hotels. We anticipate this service would begin January 2018.

B. Scottsdale Bike Share

After months of deliberation, we have determined that station-less bike share companies can operate in Scottsdale without direct agreements, provided they heed all applicable city ordinances and state laws. The cities of Phoenix, Tempe, and Mesa have contracts with CycleHop to provide the Grid service. This service provides bicycle parking stations and also allows renters to leave or rent bicycles at non-station locations. These agreements require payment from city funds or regional or federal grants to CycleHop. The city of Scottsdale will not pay the bike share companies. In early November, two bike share companies delivered their bicycles to locations in Scottsdale: Grid and LimeBike. Spin has indicated that they will be providing their bicycles in Scottsdale in November. We anticipate at least one additional company will provide bike share services in the future.

C. Downtown Parking Management Enhancements

We are in the final stations of negotiating a contract with a company to provide parking management services in the northeast quadrant of downtown Scottsdale. This company was selected through a competitive proposal process. The company will provide sensors that will indicate if on-street and surface parking area spaces are occupied and, if occupied, the duration of the occupancy. There are two purposes for these data. First, the data will be provided to users through an app informing users of immediate parking space availability. The second purpose is to inform parking controllers of vehicles that are parked beyond the time restriction for efficient citation issuance.

D. Downtown Trolley Ridership compared to other Transit Ridership

Total Boardings: January through September 2017 compared to January through September 2013

Downtown Scottsdale Trolley.....	54% <b>INCREASE</b>
Miller Road Trolley.....	22% Decrease
Neighborhood Trolley .....	36% Decrease
 All Buses in Scottsdale .....	 25% Decrease
 Scottsdale Buses in Phoenix .....	 8% Decrease
Scottsdale Buses in Tempe .....	17% Decrease
 All Metropolitan Area Buses.....	 14% Decrease
Metropolitan Area Light Rail.....	15% <b>INCREASE</b>

E. Future Scottsdale Limited Route

There has been no further preparation for the Scottsdale Road Limited Stop Bus Route. This route is anticipated for implementation in either October 2019 or October 2020. The Transportation Master Plan envisioned stops only at Scottsdale Fashion Square and at the Scottsdale / Thunderbird Park-and-Ride facility. The Tourism Development Commission expressed interest in providing an additional stop at Scottsdale Quarter. We will evaluate a third stop when the specific operation is defined prior to implementation. An additional stop will affect route time, which may or may not affect route frequency and vehicle number.

# TRANSPORTATION UPDATE

# SKY HARBOR TO SCOTTSDALE CONNECTION

## NEXT ITEM

# BIKE SHARE

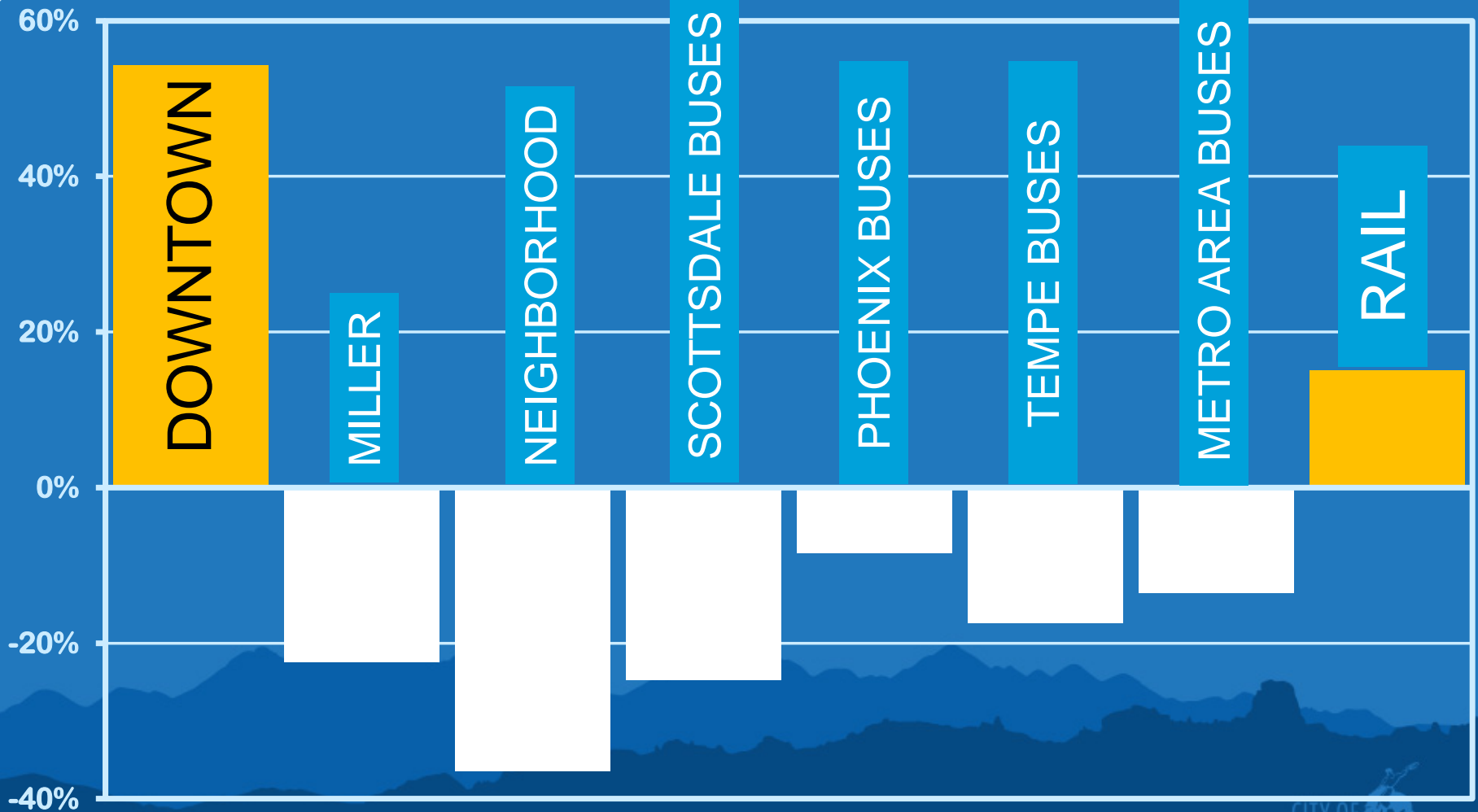
- **BEGAN EARLY NOVEMBER**
- **NO CITY FUNDING**
- **THREE PROVIDERS**

# **DOWNTOWN PARKING MANAGEMENT**

- **FINAL CONTRACT NEGOTIATION**
- **BEGIN JANUARY 2018**
- **PARKING SPACE SENSORS**
- **INFORM DRIVERS SEEKING SPACES**
- **INFORM POLICE OF TIME VIOLATIONS**
- **DETAILED PARKING OCCUPANCY DATA**

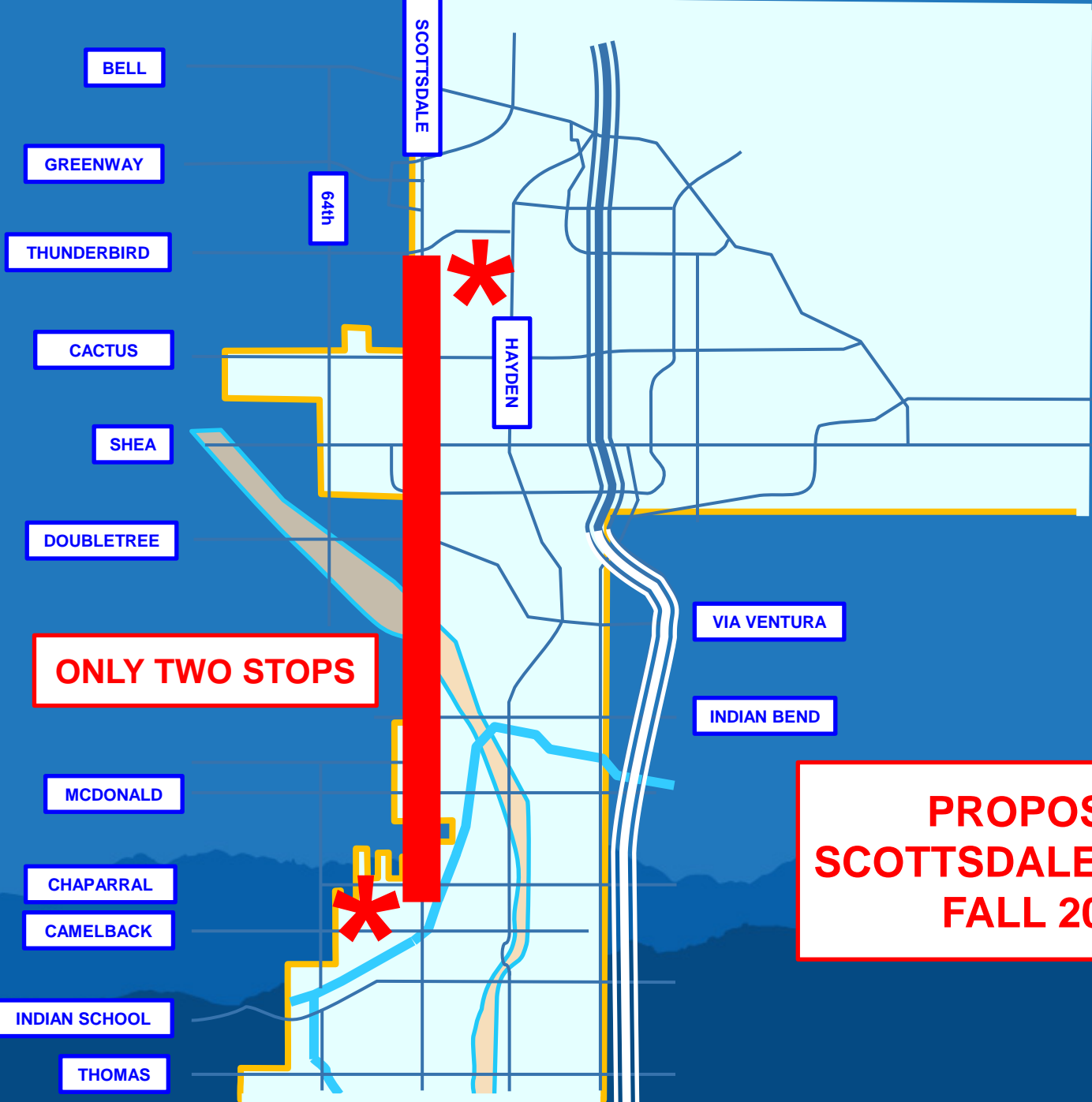
# DOWNTOWN TROLLEY RIDERSHIP

# TOTAL RIDERSHIP NINE MONTHS: 2017 to 2013





# SCOTTSDALE ROAD LIMITED STOP ROUTE



**ONLY TWO STOPS**

**PROPOSED  
SCOTTSDALE LIMITED  
FALL 2020**